

Merger to Leave San Francisco With 2 Newspapers, Jointly Printed

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SAN FRANCISCO, Sept. 8.—San Francisco's three newspapers will be reduced to two next week. The survivors will consolidate all production operations.

The consolidation, which followed a long, and bitter fight for supremacy between the Hearst-owned Examiner and the locally owned Chronicle in the morning field, came to light today when officers of Local 21 of the International Typographical Union posted at The Chronicle the minutes of a special union chapel meeting held late last night.

The session followed a meeting at which managements of the papers outlined the plans to the heads of all newspaper unions.

A source close to the management said a statement might not be issued until later in the week but the printers union outlined the major points to its members.

The Chronicle, which now publishes daily and Sunday, will publish six days a week in the morning field, starting next Monday.

The Examiner, also a daily and Sunday operation, will be merged with The News Call Bulletin, also Hearst-owned, and publish as an afternoon paper six days a week, possibly to be called the Examiner-News Bulletin.

There will be a Sunday paper bearing the names of both The Examiner and The Chronicle.

New Corporation Planned

The printers union statement, signed by Russell A. Wagle, president, and Leon Olson, first vice-president, of Local 21, said that under management's announcement, production payrolls would terminate next Saturday and a new corporation, the San Francisco Printing Company, would take over on Sunday.

Another source said that each paper would continue to pay and control its own editorial and news staffs rather than leaving this to the new production company.

Speculation was widespread among employees in all three newsrooms over whether The Examiner or The Chronicle would be the controlling force in the Sunday paper.

These questions, along with where the papers would be, left unanswered the news women's and business

by the silence of management.

A spokesman for the Newspaper Guild, which has contracts with all three papers covering news, business and some other departments, said that "management insisted, as a condition of the meeting" with the unions, that the "union representatives say nothing" on what was revealed.

There was no indication of how many jobs might be lost in the latest of many newspaper consolidation moves in the San Francisco daily field.

The Chronicle has almost 1,500 employees, including 225 to 230 news and editorial staff members.

The Examiner's total is around 1,900, with about 225 in the editorial department.

The News Call Bulletin has about 800, of whom roughly 150 are editorial workers.

Some Chronicle news staff members felt that the new program left them in a more enviable situation than employees of the other papers.

"After all," a Chronicle staff member said, "this leaves us alone in the morning field and the editorial employees of San Francisco's only-to-be morning paper will be paid by The Chronicle Publishing Company."

The city side and editorial staff over here are not too worried. This will mean a bigger paper and it will take all of us to fill it.

If, on the other hand, the Sunday departments are merged, some Sunday workers with daily workers. But there's nothing around here but confusion. Nobody knows which end is up."

Everybody Sober

At The Examiner an editorial source said:

"In past situations comparable to this, there has been a lot of heavy drinking among staffers. Today everybody who was supposed to be here has shown up, sober and working."

"Of course, we've heard a lot of somebody shouts: 'Slug the story "Special to The Examiner-Chronicle-News-Call Bulletin".'"

"An staffers say that many cynical feelings about the ethics of the newspaper business have been confirmed. May, amid all the joking, we haven't got the full impact of it."

At The Examiner, some executives said they understood that the Sunday paper would be primarily an Examiner operation and put them out as an afternoon newspaper.

With that paper contributing the news women's and business

sections. The Chronicle, they believed, would contribute its Sunday magazine, called This World, along with Datebook, another Sunday section, and other features.

At the Chronicle one report had that paper controlling the Sunday paper.

As of March 31 The Chronicle led the daily field and The Examiner the Sunday field in circulation.

The figures—publishers' statements required by the Postal Act, were:

Examiner: daily 303,092, Sunday 436,076.

Chronicle, daily 360,527, Sunday 385,365.

News-Call Bulletin, daily 188,108.

The advertising lineage of the papers for 1961, as reported by the trade magazine, Editor and Publisher, were:

Chronicle, daily 26,074,479 lines; Sunday 11,134,968; total 37,209,447.

Examiner, daily 28,149,163 lines; Sunday 12,606,266; total 40,755,429.

News-Call Bulletin, 14,155,144 lines.

San Francisco's often turbulent newspaper history saw The Bulletin, the oldest name among

those surviving a long series of mergers, founded on Oct. 8, 1855, by James King of William.

He was murdered eight months later by a politician he had accused of vote fraud.

The Call was started as a morning paper on Dec. 1, 1856, by a group of printers.

The Chronicle was founded in 1865 by Charles and Michael H. De Young, when they were in their teens. It was called The Dramatic Chronicle and was first printed on Jan. 1, 1865.

Charles De Young was murdered in 1880 by the son of a political opponent. His brother died in 1924 and was succeeded by the late George T. Cameron, his son-in-law. His grandson, Charles De Young Thierot, has been publisher since 1955.

Favorite of Hearst

The San Francisco Examiner was long known as the favorite newspaper of the late William Randolph Hearst. He got it from his father, Senator George Hearst, on March 4, 1887, and used it as the cornerstone of his publishing empire.

Mr. Hearst acquired The Call in 1914, along with The Post, and put them out as an afternoon newspaper. The Hearst interest bought The Bulletin in

1929 and created The Call-Bulletin.

Then, in 1959, The News, a member of the Scripps-Howard chain, and Hearst's Call-Bulletin merged in a corporation owned jointly by the Scripps-Howard and the Hearst interests. Hearst assumed full control of The News-Call Bulletin three years ago.

For many years The Examiner dominated the morning field, surpassing The Chronicle both in circulation and advertising.

Heyday of Hearst

In 1930, The Examiner in a Page 1 story said "one-fifth of the nation reads the Hearst press" and listed 28 publications with 6,000,000 Sunday circulation.

It said: "The Examiner thus is the foundation of the greatest newspaper group in the history of America."

After years of steadily losing money, except in its lucrative television business through station KRON, The Chronicle, with Mr. Thierot as publisher and Scott Newhall as executive editor, fashioned the joint production formula.

By last week it was reported by Justice Department sources in Washington that the Hearst management had been able to get approval of the Antitrust Division for a combination arrangement with The Chronicle.

The successful argument, it was said, was that both Hearst papers here were operating at a deficit and that the combination would not be in restraint of trade.

The three newspapers had asked the department for a statement whether it would oppose an agreement for joint publishing, printing and other cost-sharing operations.

One source said that for the present, the publishing operations would be spread around among the several plants.